

Memorandum

To: Melissa Jones
Executive Director

Date: September 9, 2010

Telephone: 654-4628

From: **California Energy Commission – PAT PEREZ, Deputy Director**
1516 Ninth Street
Sacramento CA 95814-5512
Fuels and Transportation Division

Subject: CO-SPONSORSHIP – ALTERNATIVE ENERGY AND TRANSPORTATION EXPO (AltCar Expo and Conference)

Overview: The City of Santa Monica AltCar Expo introduces the latest technologies and innovations in alternative transportation and fuels, energy efficiency and renewable energy. There will be over 150 exhibitors at this event, as well as panel discussions and presentations by industry leaders. A unique feature of this conference is that they cater to both consumers and fleet users. They showcase every alternative fuel technology, showing no preference for any.

Contact Person: Aleecia Macias, 654-4526

Date(s) and Location: October 1 – 2, 2010, Santa Monica, California

Target Audience: Government policy makers, businesses, fleet organizations, OEMs, and consumers.

Other Sponsors: South Coast Air Quality Management District, Air Resources Board, Southern California Edison, fleet organizations (NAFA, NEMA), Department of Consumer Affairs, Southern California Gas, California Fuel Cell Partnership.

Role of the Commission: The Energy Commission would provide two speakers, one to highlight the funding opportunities for fleet operators and individual consumers, and the other to talk about California's leadership role in policy-setting. (Peter Ward will moderate a panel with alternative fuel representatives.).

Proposed Cost to the Commission: There would be a direct cost of \$4,950 for co-sponsorship. In addition, the Energy Commission plans to send staff to participate in this event. Staff time, travel expenses, and per diem costs will be at the expense of the Energy Commission.

Benefits to the Commission: Santa Monica is a “Green Power Community” known for its green innovation and leadership. For that reason and others, this is a well-attended event that attracts the big OEMs, regional fleets interested in alternative fuels, and the public. The event is free to the public, and fleets can attend for a nominal fee, making the event more attractive and accessible to the masses.

The event is expected to attract approximately 150 fleets and 12,000 consumers. The event is consistent with the Energy Commission's "portfolio approach" to alternative fuels and technologies. Sponsorships typically run around \$15,000 for this event, but the organizers have reduced the cost to encourage support from the Energy Commission because they recognize the shared vision to bring alternative fuels into the market. The benefits of a cosponsorship include a prime, front-row 10'x10' exhibition space at the Expo, logo representation in the program guide and on their website with links to the Energy Commission website and key presenter opportunities alongside some of the nation's transportation leaders such as Senator Pavley, Mary Nichols, Steve Ellis (Honda), and AB 118 project partners. With the recent adoption of the 2010-11 Investment Plan, the Energy Commission will be able to market the Alternative and Renewable Fuel and Vehicle Technology Program (ARFVTP) to consumers on a wide scale and discuss vehicles and technologies the program will support in the current funding cycle. The Energy Commission will be able to promote near-term funding opportunities available to fleets, consumers, and industry partners. Furthermore, Energy Commission staff can gain insight from the industry/business attendees that will influence funding allocations in the next program Investment Plan.

With several alternative fuel vehicle offerings coming to market in 2011, this event offers the Energy Commission an opportunity to get recognition for paving the way and stimulating industry movement with ARFVTP funding. The event planners requested speakers from the Commission to highlight the program and the Energy Commission's lucrative role in the movement towards clean and alternative energy sources. While the vehicle technologies featured at the event draw a significant amount of attention, the event planners are counting on the Energy Commission to draw appeal to alternative energy, fuel production, and the critical nature of moving away from petroleum.

Energy Commission programs can be highlighted on their special feature webpage and represented in their marketing and press campaigns. In past events, the event organizers facilitated attendance by the Governor, notable media opportunities with CBS Evening News, local radio and news stations, the LA Times, and other local papers.

While this event will occur with or without the Energy Commission, without active participation and sponsorship, the Energy Commission would miss an opportunity to share current program information to an audience that is excited about alternative energy and the

clean transportation options available this year. Following the BP crisis, there is new momentum towards alternative fuels. A sponsorship would establish the Energy Commission as a partner towards this goal in a unique forum of transportation leaders. The Energy Commission will miss the opportunity to establish and refresh relationships with numerous stakeholders, including OEMs and utilities. The Energy Commission has a number of ARFVTP-funded projects to promote and this event provides an opportunity to showcase accomplishments and near-term funding opportunities to the public prior to elections. Visible participation and recognition for our role in shaping the event and California's transportation future will highlight the Energy Commission's leadership in reducing petroleum dependency and greenhouse gases.

Recommendation: Fuels and Transportation Division staff recommend co-sponsorship in the amount of \$4,950 for this event. Proposed funding is from the Energy Commission's FY 2010/11 budget.

JAMES D. BOYD
Vice Chair and Presiding Member
Transportation Committee

ANTHONY EGGERT
Commissioner and Associate Member
Transportation Committee

- Support as requested
- Support as recommended
- No support

APPROVED:

MELISSA JONES
Executive Director